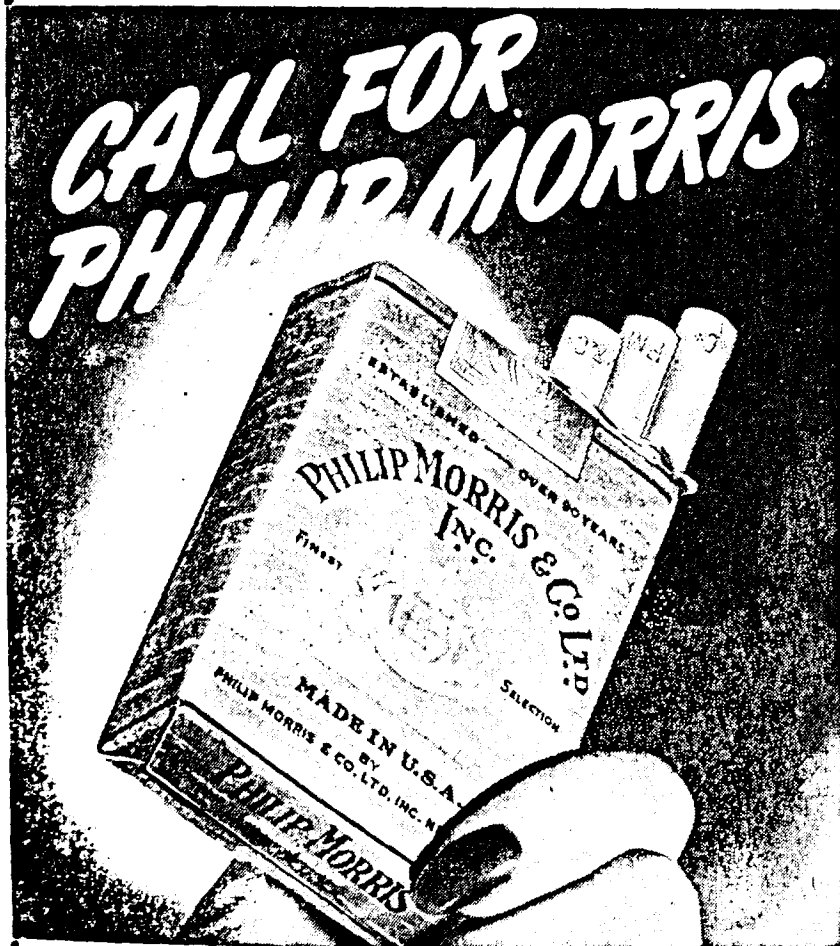


IMPORTANT TO YOU WHO INHALE—

[All smokers do — some of the time!]



86
**Here's smoking
PLEASURE
without penalties**

Maybe you *know* you inhale . . . maybe you *don't* know it. *When you do* inhale, it's easy to see exposure to irritation increases! So—choose *your* cigarette with care!

There's a vital difference—reported by eminent doctors in authoritative medical journals. They compared leading cigarettes—and found this:

FOUR OTHER LEADING BRANDS AVERAGED 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Get that?—"235% more irritant . . . lasting more than five times as long"! *Especially if you inhale*—change now to Philip Morris—for complete enjoyment of the world's finest tobaccos—with no worry about throat irritation.

AMERICA'S FINEST CIGARETTE

TODAY THEY COST NO MORE THAN ORDINARY
POPULAR-PRICE BRANDS!

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